



04-15-02

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Luban et al. ✓

Application No.: 10/043,621 ✓

Group Art Unit: TBA

Filed: January 11, 2002

Examiner: TBA

For: CUSTOMER LOYALTY  
PROGRAMS AND  
SYSTEMS AND METHODS  
FOR SUCH PROGRAMSAttorney Docket  
No.: 10031-0077/A  
12-23-02  
CW**PRELIMINARY AMENDMENT**Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

In accordance with the Rules of Practice, please enter the following preliminary amendment. Attached please find a marked-up version of the section replaced in the specification.

**IN THE SPECIFICATION:**

Amend the specification by deleting the section titled: CROSS REFERENCE TO RELATED APPLICATIONS and replace it with the following:

a  
This application is a continuation-in-part of U.S. Application No. 09/400,417, filed September 21, 1999, incorporated herein by reference, and additionally claims the benefit of U.S. Provisional Application No. 60/268,044, filed February 12, 2001, incorporated herein by reference.